MVC-CD350

CD Mavica®
Digital Still Camera

FEATURES

1/2.7" 3.2 Megapixel Effective Super HAD™ CCD

Super HAD (Hole Accumulation Diode) CCD's provide excellent image quality by allowing more light to pass to each pixel, increasing sensitivity and reducing noise.

Slim Profile Design

Less than 3" deep, the MVC-CD350 is the smallest CD Mavica camera ever! By placing the camera block to the side of the CD deck, the camera is slim and easy to use.

3X Optical Zoom Lens

To help frame your shots for better digital pictures. Optical Zoom helps you bring distant subjects closer & pull back for wide shots.

0 - 3.2X Smart Zoom (at VGA size)

Smart Zoom intelligently uses the full CCD to let you zoom into the portion of interest by cropping the image size—thus avoiding the image degradation of Digital Zooms.

3 Area Multi-Point Auto Focus

Evaluating 3 separate focus areas of the frame, Multi-Point AF can intelligently focus on the subject and avoid mistakenly focusing on the background.

AF (Auto Focus) Illuminator

Briefly illuminating the subject in low–or no–light conditions, AF Illuminator helps establish a positive focus lock.

Continuous Auto Focus

To maintain accurate focus lock with fast moving subjects, Continuous AF keeps focusing until the moment of exposure.

Multi-Pattern Measuring

Independently light-metering 49 points of the frame, Multi-Pattern Measuring establishes the optimum exposure value, even in scenes where pronounced highlight and shadow are not centered in the frame.

Recordable CD Media

CD Mavica cameras shoot directly to 156MB CD-R/RW discs, so there's room for hundreds of images and movie clips. The optical disc also provides "instant archiving" — there's no need to transfer to the PC as with flash media.

Scene Selection Mode

With 5 Scene Modes, camera parameters can be matched to the shooting conditions. Twilight, Twilight Portrait, Landscape, Snow and Beach presets make it easy to optimize difficult shooting environments.

Slow Shutter Noise Reduction

During long Twilight mode exposures, Slow Shutter NR captures the scene, and then the CCD noise pattern with a dark frame exposure. By subtracting the two, even long exposures can be clear.

14-Bit DXP A/D Conversion

Sony's 14-bit **D**igital E**X**tended **P**rocessor captures the range between highlight and shadow with up to 16,384 values, for extended dynamic contrast and detail.

Confirm Before Write Mode

Allows you to check each image before writing to the disc, to avoid wasting space with mistaken shots.

Pre-Flash Metering

With a momentary pre-flash, the camera illuminates the subject and sets exposure through the lens for accurate flash metering. Adjustable flash level & red-eye reduction insure great flash shots.

Auto Daylight Synchro Fill Flash

Because the Multi-Pattern Measuring system determines the subject is backlit or in shadow, fill flash automatically fires to provide optimum exposure.

QXGA (2048 x 1536) Image Size

With its high resolution CCD, the MVD-CD350 captures in 4 different image sizes, in TIFF mode or with Fine or Standard JPEG compression.

Multi-Burst Mode

Captures 16 320 x 240 frames as part of a single 1280 x 960 image which plays back sequentially in the camera. Selectable 1/7.5, 1/15, 1/30 second frame intervals provide convenient motion analysis.

MPEG Movie VX Mode

Captures VGA (640x480) high frame rate (16 fps) audio/ video clips with length limited only by the capacity of the media. MPEG Movie Video Mail mode captures smaller files sizes suitable for email.

Clip Motion

Capture up to 10 images and convert them to an animated GIF with 2 fps playback. By varying the interval between shots you can create animations not possible with other motion capture modes.

2.5" LCD Monitor

Extra-large LCD provides excellent viewing and playback clarity, even outdoors. For eye-level viewing, add the optional DSAC-MVC eye-level finder.

Playback Zoom, Trim and Resize

During playback, magnify any portion of the image up to 5X and trim to the area of your interest. Then, save the new image as a new file in any of the image sizes available from the menu.

Rechargeable Infolithium® Battery

Provides reliable, long-lasting power for continuous shooting, without "memory effect". AC-L15 adaptor/ charger provides stable power for USB transfer.

➤ STEP-UP FEATURE

MVC-CD350

ADDITIONAL FEATURES

- 2 Shot Burst Mode
- Adjustable Color Saturation/Contrast
- Clear Color/Clear Luminance NR
- MPEG1 Cue, Review
- 3:2 Aspect Ratio Mode
- Video Output (PAL/NTSC Selectable)
- 4 Mode In-Camera Picture Effects
- 5 Step Manual Preset Focus

SPECIFICATIONS

Imaging Device: 1/2.7" 3.2 Megapixel Effective Super HAD™ CCD
Recording Media: 3" (8cm) CD-R/RW Optical Disc
Zoom: 3X Optical, 3.2X Smart Zoom (at VGA size), 9.6X Total
Filter Diameter: 37mm
Focal Length: 6.4 - 19.2mm
35mm Equivalent: 41 - 123mm
Aperture: f3.8 - 3.9
Focus: 3 Area Multi-Point AF, 5 Step Manual Preset
Minimum Focus Distance: 19.7" (50 cm)
Macro Focus Distance: 3.9" (10 cm)
Shutter Speed: Auto, 1/30 – 1/1000 sec, Twilight 1 sec – 1/1000
Manual Exposure: ±2.0 EV, 1/3 EV Steps
Color LCD: 2.5" 123K Pixels Low Temperature Polysilicon TFT
Flash Modes: Auto/Forced On/Forced Off/Slow Synchro
Red-Eye Reduction: On/Off
Flash Effective Range: 1.6 – 8.2 ft (0.5 – 2.5m)
White Balance: Auto, Daylight, Cloudy, Fluorescent, Incandescent, Flash
Picture Effects: Black & White, Solarize, Sepia, Negative Art
ISO: Auto, 100, 200, 400
Scene Modes: Twilight, Twilight Portrait, Landscape, Beach, Snow, Fireworks, Fast Shutter
Self Timer: Yes, 10 Seconds
Video Output: Yes NTSC/PAL Selectable
Still Image Modes: JPEG (Fine/Std.), TIFF, Burst, Email, Voice Memo
MPEG Movie Modes:
MPEG VX (640x480, 16fps, with audio)
MPEG Video Mail (160x112, 8 fps with audio)
Clip Motion: Normal (160x120), Mobile (80x72)
Microphone/Speaker: Yes/Yes
USB Terminal: Yes, Supports USB 2.0
Battery Type/Capacity: InfoLithium® NP-FM50 1180 mAh Rated
Supplied Software: Pixela™ Image Mixer Software for Sony v1.5, USB Driver SPVD-010
OS Compatibility: Microsoft® Windows® 98/98SE/Me/2000 Professional/XP Home/Pro; Macintosh® OS 10.1/10.2

Still Image Mode
8cm (3") CD-R/RW Disc (156 MB)

Image Size	JPEG Fine	JPEG Standard	TIFF
2048x1536 (3MP)	81	145	11
2048x1360 (3:2)	81	145	13
1632x1224 (2MP)	131	234	12
1280x960 (1MP)	194	345	12
640x480 (VGA)	655	1284	13

MPEG MOVIE MODE
Maximum Recording Time (minutes/seconds)

8cm (3") 156MB CD-R-RW Disc	VX Mode (640 x 480)	Mail Mode (160 x 112)
	5 min 54 sec	91 min 34 sec

BATTERY LIFE (Approx)

Battery Fully Charged	Recording-# Shots* LCD On	Recording-Minutes* LCD On	Viewing** No. Images/Batt. Life
NP-FM50	270	135 min	

*Under Average Conditions:
Normal Mode (JPEG), Picture quality Fine; Shooting each image at 30 second intervals; Zoom is alternated from Wide to Telephoto ends; Flash operated every other shot; Power is turned on/off after every 10 shots; Actual results may vary on conditions of use.
**Viewing single images consecutively, at about 3 second interval.

Supplied Accessories: NP-FM50 InfoLithium® Rechargeable Battery, AC-L15 AC Adaptor/In-camera Charger, A/V and USB Cables, Shoulder Strap, Lens Cap, MCR-156A CD-R Media, MCRW-156A CD-RW Media; Software CD-ROM
Dimensions (W/H/D): 5 3/16" x 3 5/8" x 2 7/8" (131.7 x 92.3 x 73.8mm)
Weight: 1 lb 2 oz (522g) (w/Battery, CD-R/RW, Strap)

OPTIONAL ACCESSORIES

- DSAC-MVC Clip-on Eye-level Finder/Magnifier
- ACC-MVCD2 Starter Kit (LCS-MVC4, NP-FM50, MCRW-156A x3)
- ACC-FMV50S Stamina Value Kit (LCS-VA3, NP-FM50)
- NP-FM50 InfoLithium® Battery
- AC-SQ950D AC/DC AC Adaptor/Quick Charger
- LCS-MVCA Deluxe Soft Carrying Case
- VCL-HG0737X Hi-grade Wide Angle Conversion Lens
- VCL-HG1737X Hi-grade Telephoto Conversion Lens
- VF-37CPKS Polarizing Filter Kit
- VF-37NK Neutral Density Filter Kit
- MCR-156A 8cm (3") CD-R Media
- 5MCR-156A 8cm (3") CD-R Media (5 pk)
- 10MCR-156A 8cm (3") CD-R Media (10 pk)
- MCRW-156A 8cm (3") CD-RW Media
- 3MCRW-156A 8cm (3") CD-RW Media (3 pk)
- VMC-14UMB Replacement USB Cable
- VCT-MTK Travel Tripod
- VCT-R640 Lightweight Tripod

SONY

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